

# GOLDEN KOOKY AWARDS ENTRY FORM

Each year, the Roller Skating Association International holds the Annual Golden Kooky Marketing Awards powered by Pepsi to give recognition to the best websites, flyers, television commercials and radio commercials in the roller skating industry. Each entry is judged on design, usability, representation, content and more. Awards are given in each category and members are encouraged to submit their best materials. Participation is free. Once awards have been given, a complete CD of all materials submitted for the contest by other members will be available for purchase on-site. Any entries received after this deadline will be excluded from prize eligibility.

## QUESTIONS ABOUT THE GOLDEN KOOKY MARKETING AWARDS?

Contact Angela Tanner, Director of Marketing and Pepsi Programming at 317-347-2626 Ext. 102 or email [kookyawards@rollerskating.com](mailto:kookyawards@rollerskating.com).



**>> DEADLINE: MARCH 15, 2016 AT 12 P.M. EST <<**

## PARTICIPATION RULES

Participation in the Golden Kooky Awards Contest is completely free. All flyers submitted electronically must be as **PDF files** (less than 5 MB) and emailed to [kookyawards@rollerskating.com](mailto:kookyawards@rollerskating.com). You may alternately submit your flyers by mail to the address below. Skating centers that submit flyers will receive the final CD of all submitted materials at a discounted rate available on-site at the Convention Registration Desk. Any flyer not complying with completion rules will be discarded.

## CONTACT INFORMATION

Main Contact Name	Skating Center Name		Member ID #
Business Shipping Address	City/State/Zip		
Business Phone	Cell Phone (Non-Published)		
Email Address	Website		
Name of Person Accepting Award	Name to Appear on Award		

## CATEGORIES

Please note that one form must accompany each and every entry. Please indicate the category you are entering below. Copy this form and submit one form for each individual entry. Each rink can only be a finalist once per category regardless of the number of submissions for an individual category. (Check one below)

Website	<b>Websites will be judged on:</b> <i>Design, Structure and Navigation</i> (Does the design draw you in and make you want to explore the site? Is the site well structured? Is it easy to navigate?); <i>Content</i> (Is the site complete, up-to-date and easy for the user to find information?); <i>Overall Experience</i> (Would you recommend family and friends visit the site? Does it innovate? Is it interactive? Did you enjoy your visit and learn something new?).
TV Commercial	<b>TV Commercials will be judged on:</b> <i>Representation &amp; Creativity</i> (Does the advertisement represent the nominee's skating center through the use of video production and demonstrates creativity? Please submit on DVD in Windows Media Video Format (.WMV), (.MOV), or (.MPG) format.
Radio Commercial	<b>Radio Commercials will be judged on:</b> <i>Design, Structure and Navigation</i> (Does the advertisement represent the nominee's skating center through the use of audio production and demonstrates creativity? Please submit on CD in Windows Media Audio Format (.WMA) or (.MP3) file.
Flyer	<b>Flyers will be judged on:</b> <i>Design</i> (Is the design appealing? Does it make you want to read the flyer or participate in the call to action?); <i>Content</i> (Is the flyer content complete and clear? Is it text heavy or does it use images, white space and other visuals?); <i>Overall Experience</i> (Was the flyer informative for your family and friends? Overall, does it excite the reader?). Copy this form and include one form per flyer. Submit via email (5 MB or less) as <b>PDF files only</b> .

Email form and files to: [kookyawards@rollerskating.com](mailto:kookyawards@rollerskating.com) or mail to: Roller Skating Association, c/o Kooky Awards, 6905 Corporate Drive, Indianapolis, IN 46278.